

Remarks

In the outstanding Official Action for the above-identified patent application, the Examiner:

(1) rejected claims 1-7, 10-26, 32-34 and 37 under 35 USC 102(e) as being anticipated by Hoyle; and

(2) rejected claims 8, 9, 27-31, 35 and 36 under 35 USC 103(a) as being unpatentable over Hoyle in view of Gupta et al.

In response to Item 1 above, Applicants have now amended claims 1, 32 and 37 so as to more clearly define the present invention as claimed with respect to the prior art of record.

Claim 1 of the present invention comprises an Internet advertising system comprising a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and means for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the inserter means creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics.

Applicants believe that Hoyle discloses a system in which a user completes a profile and then is given access to download software applications capable of displaying targeted advertising during operation. Applicants believe that Hoyle discloses a graphical user interface (GUI) with a Windows-like desktop of available applications. Applicants further believe that Hoyle provides a desktop application in one portion of the GUI and ads targeted to a user in another portion, i.e., a banner window. Applicants believe that Hoyle teaches away from the present invention inasmuch as the desktop application and ads are displayed in separate window portions.

Applicants believe that Hoyle does not disclose an Internet advertising system comprising a multimedia presentation of computer generated animation or full-motion video containing an embedded placeholder, and means for inserting a selected advertisement into the embedded placeholder, the inserter means creating a seamless advertisement dynamically contained in the multimedia presentation and targeted to the user's demographic characteristics. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly, claim 1 is believed to be in condition for allowance, and allowance thereof is respectfully requested.

Claim 32 of the present invention comprises an Internet advertising system comprising a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and means for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the inserter means creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation.

Applicants believe that Hoyle does not disclose an Internet advertising system comprising a multimedia presentation of computer generated animation or full-motion video containing an embedded placeholder, and means for inserting a selected advertisement into the embedded placeholder, the inserter means creating a seamless advertisement contained in the multimedia presentation. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly,

claim 32 is believed to be in condition for allowance, and allowance thereof is respectfully requested.

Claims 2-7, 10-26, 33 and 34, which depend directly from independent claim 32, are believed to be in condition for allowance for at least the above-identified reasons. Accordingly, allowance if claims 2-7, 10-26 and 33 is respectfully requested.

Claim 37 of the present invention comprises an Internet advertising method comprising providing an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, at least two given items within the selected component of the Flash animation multimedia presentation represented by at least two embedded placeholders, and the at least two embedded placeholders programmed to follow a series of actions of the at least two given items within the multimedia presentation, and inserting the selected advertisement into the embedded placeholder of the multimedia presentation using a Macromedia Generator computer program, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the at least two given items integrated within the multimedia presentation and targeted to the user's demographic characteristics.

Applicants believe that Hoyle does not disclose an Internet advertising method comprising providing a Flash animation multimedia presentation of computer generated animation or full-motion video containing at least two embedded placeholders, and inserting a selected advertisement into the embedded placeholder of the multimedia presentation using a Macromedia Generator computer program, the Generator computer program creating a seamless advertising dynamically contained in the multimedia presentation and targeted to the user's demographic characteristics. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly, claim 37 is believed to be in condition for allowance, and allowance thereof is respectfully requested.

In response to Item 2 above, Applicants have now amended claims 1, 35 and 36 so as to more clearly define the present invention as claimed with respect to the prior art of record.

Applicants believe that Gupta et al. disclose a method for Internet advertising in which a proxy server initiates local advertising by expressing interest in inserting its advertisement into a web server.

Claim 1 of the present invention comprises an Internet advertising system comprising a multimedia presentation

comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and means for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the inserter means creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics.

Applicants believe that neither Hoyle nor Gupta et al. disclose an Internet advertising system comprising a multimedia presentation of computer generated animation or full-motion video containing an embedded placeholder, and means for inserting a selected advertisement into the embedded placeholder, the inserter means creating a seamless advertisement dynamically contained in the multimedia presentation and targeted to the user's demographic characteristics. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly, claims 8, 9 and 27-31, which depend either

directly or ultimately from independent claim 1, are believed to be in condition for allowance for at least the above-identified reasons, and allowance thereof is respectfully requested.

Claim 35 comprises an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the Flash animation multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and a Macromedia Generator program for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics.

Applicants believe that neither Hoyle nor Gupta et al. disclose a Flash animation multimedia presentation of computer generated animation or full-motion video containing an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and a Macromedia Generator program for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the Generator computer program creating

a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly, allowance of claim 35 is believed to be in condition for allowance, and allowance thereof is respectfully requested.

Claim 36 of the present invention comprises an Internet advertising method comprising providing a multimedia presentation comprising full-motion video, a given item within the full-motion video of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation, and inserting the selected advertisement into the embedded placeholder of the multimedia presentation, wherein a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics is created.

Applicants believe that neither Hoyle nor Gupta et al. disclose an Internet advertising method that comprises providing



a multimedia presentation of computer generated animation or full-motion video containing an embedded placeholder, and inserting a selected advertisement into the embedded placeholder of the multimedia presentation, wherein a seamless advertisement is dynamically contained in the multimedia presentation and targeted to the user's demographic characteristics is created. For example, the present invention as claimed includes an advertisement displayed on a T-shirt of a character that dynamically moves with the motion of the character as opposed to the prior art of record in which banner advertisements remain within a static portion of a display window. Accordingly, claim 36 is believed to be in condition for allowance, and allowance thereof is respectfully requested.

In the event that any additional fees may be required to be paid in connection with this submission, please charge the same, or credit any overpayment, to Deposit Account No. 16-0221.

Respectfully submitted,

*James A. Sheridan 7/2/04*

James A. Sheridan

Registration No. 43,114

Pandiscio & Pandiscio

470 Totten Pond Road

Waltham, MA 02451-1914

Tel. No. (781) 290-0060

EC/BGE01.AMD6